

# **Selling The American Muscle Car: Marketing Detroit Iron In The 60s And 70s By Diego Rosenberg**



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Muscle car is an American term used to refer to a variety of high-performance automobiles. "From the mid-sixties to the mid-seventies, what we now think of as muscle cars . American Motors, though late entering the 1960s muscle car market, .. Despite the reduction in power, Detroit is successfully selling this package.

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Are younger generations interested in the classic-car market? “Guys not much older than me are selling because their kids aren't interested. there are far more examples of mundane Detroit iron sitting in the garages of graybeards. A vast majority of collector cars in the U.S. are, predictably, American—some 80 percent,

## **In the muscle car's heyday, just like today, chrysler cranked out**

Last year he wrote Selling the American Muscle Car: Marketing Detroit Iron in the 60s and 70s, which featured photographic and literature

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Frankfurt's vast auto show, which opens next week, is already Selling the American Muscle Car: Marketing Detroit Iron in the 60s and 70s.

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Many of the other cars at the show were really awesome as well, but I doubt but you can almost buy a new turnkey 60's 70's Charger, Mustang, Selling the American Muscle Car; Marketing Detroit Iron in the '60s and '70s:

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Seemingly overnight, Detroit felt the urgent need to muscle car all the things. .. Usually Detroit iron (Caddys, Lincolns, Imperials, Buick Electras, Olds .. or XTS (or S class) has the presence of a big American car from the 60s-70s. Chrysler had been profitably selling fullsize muscle cars for many years

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It wouldn't be the last time American car buyers looked at the future and said, "no thanks." not cast in iron but brazed together from pieces of stamped tin. Amazingly, Midget Motors continued to develop and sell mini-cars until the late 1960s. Ford's marketing mavens had led the public to expect some

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